

MINUTES
ARTS AND CULTURAL AFFAIRS ADVISORY COMMISSION
Tuesday, May 24, 2011
Lacy Board Room
Carnegie-Stout Public Library
360 W. 11th St., Dubuque, IA

Meeting was called to order at 4:10 p.m. following staff assurance of compliance with the Iowa Open Meeting Law.

Commissioners present: Ellen Henkels, Louise Kames, Paul Hemmer, Marina O'Rourke, Geri Shafer and Sue Riedel

Commissioners excused: Julie Steffen

Staff Present: Jerelyn O'Connor, Jan Stoffel

Public Present: Nick Halder, Megan Schumacher

Approval of Minutes of April 26, 2011. Motion by O'Rourke, seconded by Henkels to approve the minutes. Motion carried 6-0.

OLD BUSINESS

1. **Finalize Funding Recommendations for Operating Support Grants.** It was moved by Hemmer and seconded by Henkels to approve the operating support funding awards and forward recommendation to City Council. Motion carried 6-0.

Commissioners approved the following funding:

- Dubuque Symphony Orchestra -\$40,000. Moved by Riedel and seconded by O'Rourke. Motion carried 6-0.
- Dubuque County Historical Society- \$40,000. Moved by Shafer and seconded by Kames. Motion carried 6-0.
- Dubuque Museum of Art -\$22,177. Moved by Henkels and seconded by Hemmer. Motion carried 6-0.
- Dubuque Arts Council -\$5,144. Moved by Riedel and seconded by O'Rourke. Hemmer recused. Motion carried 5-0.
- Bell Tower Productions - \$12,093. Moved by O'Rourke and seconded by Hemmer. Riedel recused. Motion carried 5-0.
- Grand Opera House - \$18,760. Moved by Shafer and seconded by Riedel. Hemmer recused. Motion carried 5-0.
- Colts Drum and Bugle - \$40,000. Moved by Kames and seconded by Henkels. Motion carried 6-0.
- Fly-by-Night Theater- \$669. Moved by Henkels and seconded by Riedel. Motion carried 6-0.
- Northeast Iowa School of Music - \$4,903. Moved by Hemmer and seconded by Henkels. Motion carried 6-0.
- Dubuque Arboretum - \$4,611. Moved by Riedel and seconded by O'Rourke. Motion carried 6-0.

- Main Street - \$3,995. Moved by O'Rourke and seconded by Shafer. Motion carried 6-0.
- Dubuque County Fine Arts - \$1,766. Moved by Shafer and seconded by Kames. Motion carried 6-0.
- Dubuque Chorale - \$754. Moved by Kames and seconded by Henkels. Motion carried 6-0.
- Dubuque Art Center - \$4,056. Moved by Henkels and seconded by Hemmer. Motion carried 6-0.

It was moved by O'Rourke and seconded by Shafer to award the remaining \$79 of the \$200,000 allocated budget for Operating Support to the Dubuque Symphony Orchestra, the top scoring application. Motion carried 6-0.

NEW BUSINESS

1. **Overview of Commission Procedures for Special Project Grant Review.** Shafer reviewed procedures and assigned Commissioners to introduce each grant. Grants must score at least 75 points out of a hundred to be considered for funding, but all of those receiving more than 75 points will not necessarily be funded in any given year.
2. **Review and Scoring of Special Project Funding Requests.**

Dubuque Museum of Art – Curtis 3D, introduced by Shafer. The project is a unique interpretation of the Native American photography collection by Curtis. The City goals were well addressed. More evaluation tools are needed. Is the use of 3D just a gimmick that doesn't really enhance the photographs themselves but detracts from the art history? Use of new technology is good, adding another dimension to the collection. The audience does not have to be sophisticated in art to enjoy this treatment. It reaches an audience that might not see the collection otherwise and expands on something the museum already has. The idea of marketing the exhibit to other communities is a good way to generate income.

Dubuque Initiatives – Roshek Project, introduced by Kames. The grant application was not clear from where the information and historical items came. Concerns with the budget included that the request amount was rather large and that the wages and fees to contractors seemed very high, even for industry standards and local vendors. The windows to be involved are actually small spaces. A partnership with Dubuque Museum of Art, the Dubuque Center for History at Loras or the Dubuque County Historical Society might have guaranteed that information and expenses were not duplicated. An educational component was included and the displays would draw an audience. The City already supports the Roshek building, so funding the project might be duplication. The historical displays already in the lobby are well done.

Julien International Film Festival, introduced by O'Rourke. It was hard to understand from the application if the project was year-round or a four-day event. In general, the application was vague and left many questions. It was a costly project and the request was high. There were concerns that the event was budgeted with a \$100,000 deficit. The idea had great potential, but the planning as presented was weak. The educational component needs to include more detail. The executive summary was

unclear. The board members of the organization have a lot of passion for film and the idea to have a film festival in Dubuque is a great one.

Fly-by-Night Productions – Crowns, introduced by Hemmer. This was an exceptional project with excellent planning. The group has a strong track record and has found yet another way to build on its success. The proactive research and audience building done in the planning stages is outstanding. This is the strongest grant in this year's cycle. The evaluation component could be a bit stronger. This project could result in a core group of black actors in Dubuque who could participate in other theater in the community. Could there be a possibility to include it in Black History month? All artists will be paid. The application demonstrated details of partnerships that had already been formed, not just proposed.

Multicultural Family Center – Two Festivals, introduced by Riedel. Two heritage festivals would be held close together and include a partnership with the Colts. The events are free and family friendly, held in the area where the populations are located. Direct payment to artists will be made. The Cinco de Mayo festival is well planned and organized, but the Native American festival needs more work. It is almost as though this application is for two separate projects. The use of partnerships with local non-profits such as the Art Museum and the Historical Society might prove to be helpful in planning the Native American festival. The evaluation component is strong.

Bell Tower Theater – Behold My Shorts, introduced by Kames. Riedel abstained from this review. The application is strong and showcases the local talent of Sue Riedel as a director and Bob Byrne as a writer. It will celebrate and draw awareness to the anniversary of the Bell Tower. The budget is proper and the ask is nominal. The project shows strong partnerships and will make for a fun theater experience.

Grand Opera House – Pops Orchestra, introduced by Henkels.

Hemmer abstained from this review. It would be exciting for Dubuque to have a pit orchestra, especially focusing on 20th century music, distinguished from the Dubuque Symphony Orchestra. The Grand has a great track record in working with artists. All musicians will be paid. It provides an opportunity for students and vocalists. The potential to expand performances of the orchestra would be great. There is a well-planned process to attract underserved populations and the venue is accessible. The application did not include evaluation plans. Providing program notes is a good educational component. The ask was reasonable. The series of performances will depend upon the success of the first.

Dubuque County Historical Society – Portal of Dubuque, introduced by Shafer.

The project was intriguing but the application did not do a good job of explaining exactly the components. The budget and the cost of purchasing the software seemed very high and expensive for the results. Would there be a duplication of efforts in the community, with the capabilities of Encyclopedia Dubuque or information available through the Center for Dubuque History at Loras? It would have been good to know if local partners had been approached. The dates in the action steps were confusing and many seemed out of the scope of the application. It seemed as if there were two phases to the project and it was not clear which phase the application addressed. There were questions about what the contractor would do. The County Historical Society has a good track record and it is nice to see projects involving the Old Jail.

Rising Star Theater – It's a Family Affair, introduced by Riedel. The organization has grown from last year. The quality of the directors is high. The play is an audience pleaser and the use of Five Flags is good. The program is solid family fare. The request is very reasonable. The grant was well written with a great timeline and educational component. It could be used as a model application for other small groups. It is obvious that the group used the constructive criticism of last year's grant to improve in many ways.

After a short break to compute final scores, Commissioners shared their tallies:

ORGANIZATION	FUNDING REQUEST	PROJECT TITLE	Hemmer	Henkels	Kames	O'Rourke	Riedel	Shafer	average
Bell Tower Productions	\$3,545.00	Behold My Shorts	91	91	89	93	recused	96	92
Dbq County Historical Society	\$9,600.00	The Portal of Dubuque	63	83	74	66	79	72	72.83
Dubuque Initiatives	\$14,495.00	Roshek Bldg Vestibule Displays	58	85	71	50	69	59	65.3
Fly-By-Night Productions	\$7,025.00	Crowns	100	97	98	95	96	98	97.3
Julien International Film Festival	\$12,000.00	Julien International Film Festival	72	67	49	0	65	49	50.3
Grand Opera House	\$2,500.00	Grand Opera House Pops Orchestra	recused	92	86	93	90	76	87.4
Multicultural Family Center	\$5,175.00	Hispanic Heritage Festival and Native	95.00	86.00	89.00	50.00	90.00	86.00	82.6
Rising Star Theatre Company	\$3,900.00	"It's a Family Affair"	88.00	81.00	86.00	90.00	95.00	81.00	86.8
Dubuque Museum of Art	\$7,445.00	Edward Curtis	93.00	100.00	67.00	83.00	96.00	96.00	89.1

The applications from the Dubuque County Historical Society, Dubuque Initiatives and Julien International Film festival did not receive 75 points and will not be considered for funding. The remaining grant applications could all receive full funding. Staff will review all calculations and a final funding decision will be made at the next meeting.

INFORMATION SHARING

1. NEA Our Town Grant Application

Shafer reported that result should be known soon.

2. 2011 Art on the River Exhibit

Stoffel shared that another artist, Marcia McEachron, withdrew from the exhibit because of a serious personal injury which will not permit her to have "Remembrance Volume One" ready for installation. The site plan is being finalized.

3. Arts and Prosperity IV Economic Impact Study

Stoffel reported that the required number of Audience Surveys was sent to Americans for the Arts for the first quarter of 2011. Survey collection for the second quarter is underway, and the third quarter events have been scheduled. A list of 65 Dubuque non-profits with arts programming was submitted to American for Arts. Those organizations

have received the online organizational survey that is due by June 16th. Stoffel will be following up with organizations to encourage them to complete the survey.

4. Local Arts Index

Research is behind schedule for the Local Arts Index. Study partners will be meeting in San Diego on June 15, previous to the American's for the Arts National Conference on June 16-18.

ADJOURNMENT

Hemmer moved and Riedel seconded to adjourn the meeting at 6:20 p.m. The next meeting will be held on June 28 at 4:30 p.m. in the Lacy Board Room at the Carnegie-Stout Public Library, 360 W. 11th St., Dubuque, Iowa.

Respectfully submitted,

Jan Stoffel
Jan Stoffel

These minutes were passed and approved on 6/28/2011

Sue Riedel
Sue Riedel, Secretary